

CREATIVE PROJECT: Exploring the Potential for Mobile News in Museums

STUDENT: Megan L. McNames

DEGREE: Master of Arts

COLLEGE: Communication, Information, and Media

DATE: July, 2013

PAGES: 201

This creative project addressed the challenges faced by museums in the mobile app space and provided a case study for museum professionals. Evidence suggests that museum professionals are interested in adopting mobile tools, but lack the ability to create and maintain content and to develop mobile technologies. This creative project explored how news and content management systems can address challenges to museum mobile adoption and enhance the interpretive role of mobile technologies in museum settings. This project resulted in the creation of a smartphone app that uses a content management system to display news, social media, and traditional multimedia content on museum visitors' mobile devices.

This project adopted an iterative, User Centered Design approach. The project was lab- and field- tested for usability. Testing revealed that a content management system and the inclusion of news are likely to support visitor learning in museums due to the variety of visitor approaches to museums and their technologies, and underscored the need for museums to connect their exhibits to their mobile experiences through visual and verbal prompts.